

# The Golden Rules of Marketing





# Market or perish!

(Because it's not a meritocracy)



# Everything is marketing.

(Because it's not about  
being nice people)



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# **Everyone is a marketer**

(And very, very judgemental)





# **‘A’ is for audience**

(It’s all about *them*.)





## **Iams Executives Scrambling To Figure Out Why Brand Is Losing 2- To 4-Year-Old Chocolate Labs** 01.13.11

MASON, OH—Frantic executives of the Iams pet food corporation convened an emergency meeting Wednesday to address the brand's increasingly poor sales among 2- to 4-year-old chocolate-colored Labrador retrievers, company sources reported.



$$C = 4m + 3v + 2(i-f) - 2a$$

C = Probability of conversion

m = Motivation of user (when)

v = Clarity of the value proposition (why)

i = Incentive to take action

f = Friction elements of process

a = Anxiety about entering information

# Healthy, intelligent & generous?

Pass it on!  
Donate sperm.

By donating sperm you can help  
other families build a new family.  
You can help a couple achieve the  
wonder of parenthood. You can help  
a couple have a healthy baby.

As a donor, you can help a couple  
achieve their dream of parenthood.  
You can help a couple achieve the  
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Don't give up on your dream.

For more information, visit  
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This is what a  
**FOSTER PARENT** looks like 

Graham, 40 & Eleni 37  
Long-term partners  
Can't have kids...

it's not what you are  
it's *who you are* that matters

**...Unconditional love**



This is what a  
**FOSTER PARENT** looks like 

Nick, 35 | Graphic Designer  
Married | One child...

it's not what you are  
it's *who you are* that matters

**...A big softy**













# **Sometimes it's about the puppies**

(Not the humans.)





# **Make something happen!**

(Standing up makes you stand out.)



**WHICH COUNTRY EXPECTS SOMEONE TO LIVE WITH ONLY 2 SHOWERS A WEEK?**

**ANSWER: AUSTRALIA**

**SURPRISING, ISN'T IT? BUT YOU CAN CHANGE THIS**

The National Disability Insurance Scheme will provide people with a disability with the equipment, therapy and support they need.

Support the NDIS because Every Australian Counts. **\$24699**

Sign up to show your support and to decide whether you are the campaign.

Name:

Email:

Postcode:



# Stay in touch

(Absence does NOT make the heart  
grow fonder.)







# **Marketing requires marketers**

(So you better find one.)



**WE'RE  
HIRING!**

**The internet is not  
just a phase we're  
going through**





# **Experience trumps marketing**

(The tri-fold brochure is limited in its  
power.)







Commercial



Reality

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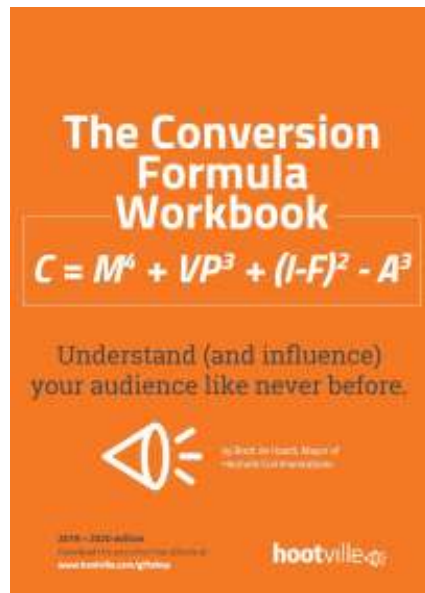
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